



The Gloucestershire Environmental Trust

Media kit

Congratulations on receiving a grant from the Gloucestershire Environmental Trust!

We're sure that you will want to share the good news, so we have developed this media kit to advise and offer suggestions for promoting your project and achieving media coverage.

This kit includes the following:

1. Advice on publicising your grant
2. Writing a media release
3. Sample media release
4. Media contact list

We hope that this information proves helpful with any questions you may have about media promotion, but please do get in touch if we can help in any way.

The Gloucestershire Environmental Trust's Press Officer is Rachel Jones:

Email: rachel@cheltenhamcommunications.co.uk

Telephone: 07825 568244

For all other enquiries pertaining to your grant, please contact Jane Evans:

Email: jane@ge-trust.org.uk

Telephone: 01452 385435

1. Publicising your grant

Protocol

- a) Applicants for grants are discussed at our regular Trustees' Meetings (see our website for the schedule). Successful applicants will be advised by letter, once we have received approval from ENTRUST, the regulator of the Landfill Communities Fund. Fast-track applications, for grants up to £5000 can be received at any time, and are approved by Trustees on a case-by-case basis.
- b) Once you have received your grant letter, we require you to reply accepting the terms and conditions within two months. Replies are to be sent to Jane Evans, jane@ge-trust.org.uk
- c) After the grant letter has been sent, the Trust's Press Officer will support you to produce a media release about the grant offer. Please ensure that all media releases are shared with Rachel for sign-off prior to distribution.
- d) As the work progresses, we encourage you to issue subsequent media release(s) to engage the public with the project. We ask that you share a draft prior to issue, so that we can advise on any wording relating to the Gloucestershire Environmental Trust and the Landfill Communities Fund.
- e) We also like to share news of organisations in receipt of grants through our various communications including the Trust website and social media, so please keep us up-to-date with news about the progress of your project.

Media release ideas

Although it may sometimes seem that the media is only interested in covering negative stories, they also like to share good news.

Here are a few ideas about your organisation's project that may be of interest to local journalists:

- Project landmarks, eg starting work, laying a foundation stone, reaching a milestone in a phase of the project, or completing the work.
- Reaching a fundraising target.
- Official visits or launch event attended by contributors to the success of the project, community leaders or dignitaries.
- Community engagement, eg volunteering days or school visits.
- Fundraising activities such as fairs, sponsorships or charity auctions.

Photos

It's sometimes useful to think visually, and consider if there may be a photo opportunity that will help to illustrate the story.

News editors are happy to receive high-quality jpeg images (no more than 3MB so as not to crash their inbox) but they will often send a photographer along to capture the event if it is of sufficient interest.

It's worth bearing in mind, that to achieve a prominent 'lead' on the page of a newspaper or magazine, a good picture will be required.

You can include information about a photo call or photo opportunity in the Notes for Editor section of the media release. It's also a good idea to flag up a photo call in the body text of your email to the journalist, including the time, place and a short description.

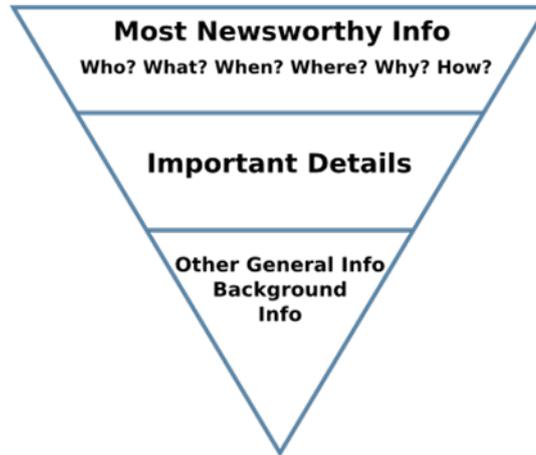
Broadcast media

Local radio stations such as BBC Radio Gloucestershire are always keen to hear about local projects for their programme content as well as for their news bulletins. Please get in touch if you would like a contact list of radio presenters and producers or advice on radio interviews.

Occasionally, a project or event may be sufficiently exciting to attract the attention of the local TV companies. BBC Points West, BBC Midlands Today, ITV West and ITV Central cover our 'patch'. As broadcasters cover a much wider geographical area than local radio, the competition for coverage is fierce – but not impossible. Please get in touch with Rachel if you'd like to sound out an idea for a possible TV story.

2. Tips for writing a media release

A media release is the established way of communicating a story or information to a journalist in a 'ready to use' format. This means that media releases are written in a stylistic way that follows the standard news conventions used by journalists.



Journalists call the structuring of news the 'inverted news pyramid'.

- a) A media release should include the basic facts of the story: Who, What Where, When, Why and How.
- b) The opening paragraph is the most important and should encapsulate the essence of the story using succinct and straightforward language.
- c) The name of your organisation and the Gloucestershire Environmental Trust should be included in the first or second paragraph, to link the story to the organisations.
- d) Think of the most interesting angle to catch the journalist or editor's attention. Is this a unique, cutting-edge or flagship project? How will it impact upon the local community and make a real difference to the local population or your visitors? There may even be national implications to the work that your organisation is undertaking.
- e) Keep sentences short and use regular paragraph spacing. Try to make the writing flow; think of how a newsreader articulates a story and look to reflect this intonation in your writing.

We've included a sample media release, to give an idea of how to order the information in the release.

3. Sample Media Release



Date of release

Main headline – short and catchy

Date and time of any event or photo call if relevant

Eye-catching first paragraph which will answer at least three of the questions: Who, Why, What, Where, When and How. News editors will read the first two sentences and decide whether or not to continue reading!

The second paragraph should contain the rest of the '5Ws and H' information.

The third and fourth paragraphs may include a quote from someone within the organisation or information about the grant in more detail – perhaps that it is welcome or timely, how it will help the organisation achieve its objectives and the positive impact it may have on the local community/environment. Please include their job title or role.

The fifth and sixth paragraphs may go into finer detail about the project, maybe including timescales, event information, the historical context or what will happen next. It's best to use simple vocabulary and avoid using acronyms or specialist terminology.

The final paragraph should be summarising or a final point, for example dates of events or public opening, who to contact for further information and a link to a website or social media page.

More than seven paragraphs are fine, but traditionally media releases are no longer than a page or about 300 words. Background information can be added as additional word count - see the notes below.

It is fine to send a media release by email. We have included a list of local media contacts with this media kit.

ENDS

Notes for Editors

This section should include background information that is useful for the journalist but is not meant for publication.

You may wish to include a paragraph or two about your organisation, its history, who's involved, your mission or organisational objectives and links to your website and social media. There may be other organisations or funding bodies that you will also need to mention.

Please include the following paragraphs about The Gloucestershire Environmental Trust and the Landfill Communities Fund.

The Gloucestershire Environmental Trust has funded over 800 projects since it was established in 1997 and more than £14 million has been distributed to worthwhile projects.

These include the maintenance and repair of public amenities, the provision of open spaces, the conservation, protection and improvement of the physical and natural environment and the restoration, preservation and repair of buildings of historical importance or architectural value.

For more information, please visit www.ge-trust.org.uk

The Landfill Communities Fund (LCF) is a tax credit scheme enabling landfill operators to contribute money to organisations enrolled with ENTRUST as Environmental Bodies.

Environmental Bodies use this funding for a wide range of community and environmental projects in the vicinity of landfill sites. The value of the LCF for 2016-17 is set at £39.3 million. The percentage credit that landfill site operators may claim against their annual landfill tax liability for LCF contributions made to environmental bodies (EBs) will change from 5.7 per cent to 4.2 per cent from 1 April 2016.

For further information please visit www.entrust.org.uk or see HMRC's general guide to landfill tax: www.gov.uk/business-tax/landfill-tax.

For further information, please contact:

Your name, role, telephone and email contact details.

4. Media contact list

Here are some local news outlets that you may wish to contact. Journalists are territorial and will only be interested in stories relating to their 'patch,' so do consider the news outlets that are most relevant to your locality. It's also a good idea to look or listen to the media you are interested in targeting to get a feel for the sort of news and features they publish or broadcast.

You may already have your own media contacts and it's a great idea to keep in touch with journalists who have written about your organisation previously, as they will be interested in your latest news.

You may also wish to contact specialist interest or trade publications - for example, heritage, sporting, environmental or community publications. Please get in touch if you would like us to search our media contacts database for you.

Media	Contact	Email	Tel
The Citizen (Gloucester)	Tom Gibbon	citizen.news@glosmedia.co.uk	01452 420621
Gloucestershire Echo (Cheltenham, Tewkesbury, Cotswolds)	Phil Norris	echo.news@glosmedia.co.uk	01242 278081
Wilts and Glos Standard (Cirencester, Tetbury)	Michael Purton	michael.purton@wiltsglosstandard.co.uk	01285 642642
Stroud News and Journal	Tamash Lal	tamash.lal@stroudnewsandjournal.co.uk	01453 762412
Stroud Life	Ben Falconer	ben.falconer@glosmedia.co.uk stroudlife@glosmedia.co.uk	01453 755955
Gloucester Review	John Hawkins	stories@glosnews.com	01594 820623
Gazette Series (S Glos)	Michael Purton	michael.purton@wiltsglosstandard.co.uk	01453 544000
Western Daily Press	Tom Murdock	tmurdock@bepp.co.uk wdnews@bepp.co.uk	0117 934 3223
Cotswold Journal (Broadway, Winchcombe, Stow, N Cotswolds)	Tarik Al Rasheed	news@cotswoldjournal.co.uk	01905 742385

Media	Contact	Email	Tel
The Forester	Andy Sherwill	editor@theforester.co.uk	01594 820603
The Forest and Wye Valley Review	Mark Elson	revieweditor@tindlenews.co.uk	01594 841113
Ross Gazette (Glos/Herefords hire borders)	Jo Scriven	editorial@rossgazette.com	01989 562007
Tewkesbury Admag	Tarik Al Rasheed	editor@eveshamjournal.co.uk	01905 742385
Moreton Times	Editor	editor@moretontimes.co.uk	07789 175002
Cotswold Style	Carley Jones	editor@stylemagazines.co.uk	01242 220239
Cotswold Life	Candia Mckormack	candia.mckormack@archant.co.uk	01242 216056
Cotswold Essence	Sue Smith	cotswoldessence@hotmail.com	01453 769411
Cirencester Life	Andrea Cowan	andrea.cowan@mediaclash.co.uk	01225 475800
Tetbury Life	Amanda Nicholls	amanda.nicholls@mediaclash.co.uk	01225 475800
The Cheltonian	Carley Jones	editor@thecheltonian.com	01242 220239
Triangle FM	Roger Thorne	triangle@trianglefm.co.uk	01594 822526
Winchcombe FM	News editor	studio@radiowinchcombe.co.uk	01242 609571
Gloucester FM	Shaun Moore	shaun@gloucesternewscentre.co.uk	01452 546400
The Breeze (Cheltenham and Tewkesbury)	News editor	swnews@thebreeze.com	01242 227559
Heart FM	Duncan Cook	news.westcountry@heart.co.uk	01452 572400
BBC Gloucestershire	Charlotte Lewis	radio.gloucestershire@bbc.co.uk charlotte.lewis@bbc.co.uk	01452 307093
BBC Points West (TV)	Steve Knibbs	steve.knibbs@bbc.co.uk	0117 974 6877
ITV West (TV)	Ken Goodwin	ken.goodwin@itv.com	08448 812306